# SHORT SUBJECTS

## Your College's Good Name, Up in Smoke

COLLEGE CAN SPEND millions of dollars a year polishing its image, but one viral video on a user-generated Web site like YouTube can undo it all in a minute and a half.

Some colleges, like the University of Wisconsin at Madison, are lucky enough to have user-generated campus tours come up on their first YouTube hit. Others have set up their own YouTube channels: Auburn University has uploaded more than 150 videos to the site.

And then there are the ones that make college-admissions officers cringe. Here are four of the quirkier videos that recently popped up as the first YouTube hit for selected institutions:

### Search term: U. of Colorado at Boulder

Video: "420 2008 University of Colorado, Boulder, Norlin Quad"

Added: April 20, 2008 Views: 13,800+

What it is: A home video showing thousands of students in a haze of smoke at 4:20 p.m. on April 20, 2008, in what has become an annual tradition of public cannabis consumption on the university's main quad.







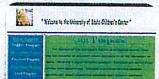
## Search term: U. of Idaho

Video: "Web Pages That Suck— University of Idaho"

Added: November 28, 2006

Views: 25,000+

What it is: A voice-over criticism of the former Web site for the university's children's center, wherein the narrator describes the site as "one of the strangest uses of contrast I've seen."



To view a
compilation of
these videos, or
each video in its
entirety, go to
http://chronicle
.com/multimedia.

#### P/H — e

Search term: U. of Central Florida Video: "The Crazy Preacher and His

Added: November 29, 2006

Views: 93,000+

What it is: Footage of a roaming evangelist and his wife, who apparently travel to various Florida colleges, railing against homosexuality and masturbation and drawing heated arguments from students.





#### PH -

Search term: Syracuse U.

Video: "Tyler Gets Into Syracuse University" Added: December 2, 2007

Views: 2,500+

What it is: A 10-minute "live documentation" of one student's personal acceptance to the university in December 2006. The student delivers monologues into a hand-held camera, at one point even while using a public bathroom, and later watches his parents jump for joy at his acceptance.







—JJ HERMES